

**Amendments to the Claims:**

Please amend claim 1. All pending claims are listed below. This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (currently Amended) A method for increasing business revenue including:
  - a first customer visit;
  - accepting payment for services and/or goods received during the first visit;
  - accepting payment of an additional sum beyond the payment for services and/or goods received during the first visit, said additional sum required for a subsequently applied discount;
  - a second customer visit;
  - providing a refund of the additional sum; and
  - based solely on payment of the additional sum during the first visit and a return visit, providing a predetermined discount for services and/or goods received during the second visit.
2. (currently amended) The method as defined in claim 1 [[wherein]] further comprising providing the customer [[receives]] with proof of payment of the additional sum of money for presentation [[and presents said proof]] during the second visit.
3. (original) The method as defined in claim 1 wherein a computer processor tracks customer information of the customers participating in the method.
4. (original) The method as defined in claim 1 wherein the business is a restaurant.
5. (currently amended) The method as defined in claim 1 wherein the predetermined discount is based on the amount of the payment for services or goods [[received]] accepted during the first visit.
6. (original) The method as defined in claim 1 wherein the additional sum of money is predetermined in [[the]] a range of \$5.00 to \$25.00.

7. (currently amended) The method as defined in claim 1 wherein the additional sum of money is based on the amount of the payment for services or goods ~~[[received]]~~ accepted during the first visit.

8. (currently amended) The method as defined in claim 1 further comprising ~~[[wherein]]~~ the business ~~[[retains]]~~ retaining the additional sum of money when no second customer visit occurs within a pre-defined time limit.

9. (currently amended) The method as defined in claim 1 wherein the additional sum of money is ~~[[paid]]~~ accepted during each subsequent visit permitting the customer to receive predetermined discounts on each subsequent visit.

10. (currently amended) The method as defined in claim 9 wherein the predetermined discount increases with the ~~[[payment]]~~ acceptance of each subsequent additional sum of money.

11. (currently amended) The method as defined in claim 9 wherein the additional sum of money ~~[[paid]]~~ accepted decreases during each customer visit.

12. (currently amended) The method as defined in claim 9 further comprising ~~[[wherein]]~~ the business retaining the additional sum of money when no subsequent customer visit occurs within a pre-defined time limit.